

Botanical immunity

# BOTANICALS THE REAL TASTE OF IMMUNITY

The immunity trend is here to stay, demand is shifting. Now is the time to stake your claim with teas and drinks. Capitalize on a top consumer priority, health, with the unique benefits of natural ingredients.



## PRESENT A COMPELLING CASE WITH THREE PERSUASIVE IMMUNITY STORIES:



### PROTECT



“Be prepared“

Hero botanicals:

PEPPERMINT |  
THYME | GINGER

+ additives

- decongestive
- antibacterial
- expectorant
- anti-inflammatory
- antioxidant



### BOOST



“Prevention is the best medicine“

Hero botanicals:

HIBISCUS | GREEN TEA |  
ROSEMARY

+ additives

- immunostimulant
- cardi tonic
- antioxidant
- circulatory stimulant
- antibacterial



### DEFENSE



“An effective line of defense“

Hero botanicals:

ECHINACEA |  
ELDERBERRIES | SAGE

+ additives

- antimicrobial
- immunostimulant
- anti-inflammatory
- antibacterial

# WIN HEARTS, MINDS AND TASTE BUDS

IMMUNITY  
**TRUST**

IMMUNITY  
**TASTE**

IMMUNITY  
**LIFESTYLE**

IMMUNITY  
**PRODUCT  
STORY**



A fortified immune system - that's the new fundamental human need. We open up for you the flavors, the fresh formats and the credibility of botanical immunity.

## THIS IS WHAT IMMUNITY REALLY TASTES LIKE

### REAL

Genuine herbal extracts,  
powerful infusions and  
botanicals

### NATURAL

Authentic feel with all  
the functional features  
and flavors

### PURE

Full, well-rounded  
taste profile  
(clean herbal taste)

## IMMUNITY AS A LIFESTYLE CHOICE

### IMAGINATIVE

Creative ideas  
for innovative drinks  
and teas

### FLEXIBLE

Decades of hands-on  
experience with the  
format of your choice

### TRENDY

Perfect for fresh  
formats such as sticks,  
shots & RTDs

## IMMUNITY - A LIFE LESSON LEARNED EARLY

### SELECTION

Wide range of herbal  
substances with  
immune-boosting action

### TRANSPARENCY

Highest quality assured  
with a monitored  
supply chain

### COMMUNICATION

Additives that lend  
themselves  
to credible claims